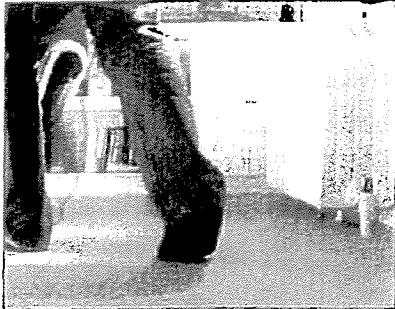


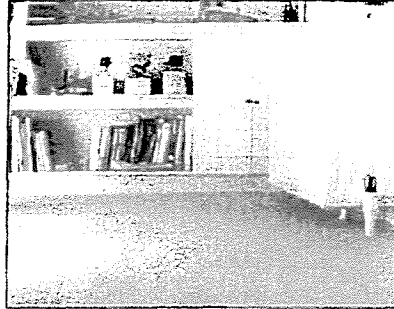


PRODUCT Dyson Vacuum
 MARKET New York, NY
 PROGRAM Today
 CODE # 031000666
 TITLE James Dyson Amazed By Lousy Suction

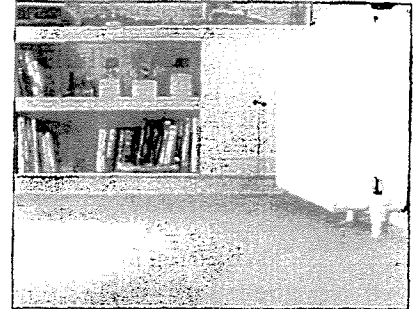
LENGTH 30
 STATION WNBC
 DATE 10/06/2003
 TIME 07:58 AM



(SFX: VACUUM IN)



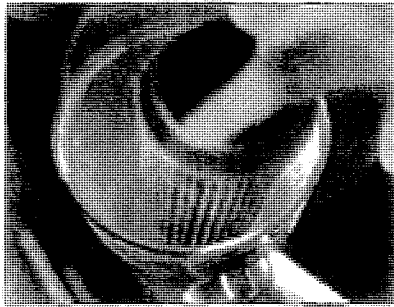
JAMES DYSON: Well I was vacuuming at home one weekend with what I



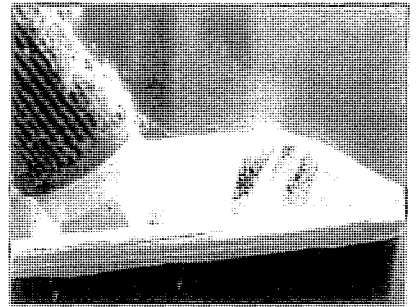
thought was a pretty good machine, and I was really amazed by the lousy suction.



(SFX OUT) So I took the machine apart and discovered the problem.



A small amount of dust and the



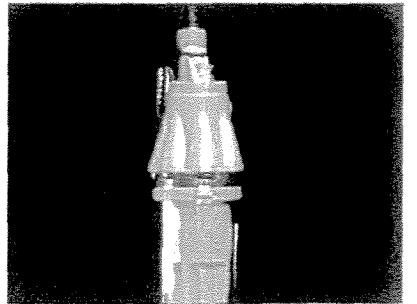
bags and filters were hopelessly clogged.



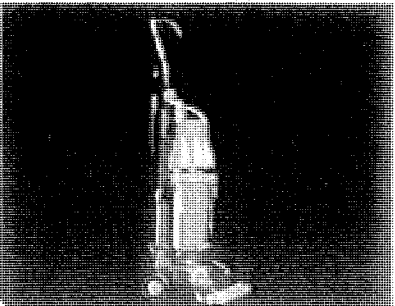
So I thought I'd try and design something better.



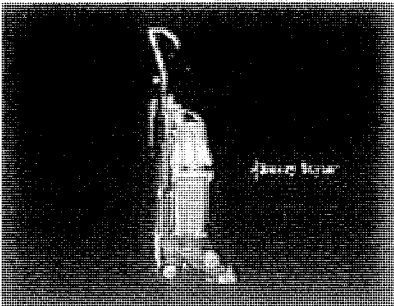
And a few thousand prototypes later, I had it.



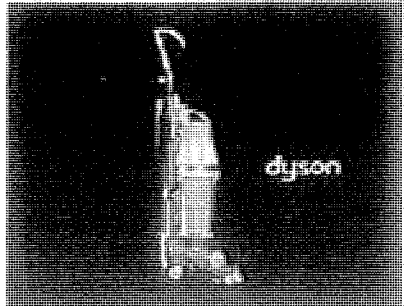
No bags, no clogged up filters,



and the first vacuum that doesn't lose suction.



(SFX: SCRIBBLING IN & OUT)



(SILENCE)

EXHIBIT

JAMES
 DYSON 21B
 11-8-06 8nd

ALSO AVAILABLE ON VIDEO CASSETTE

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